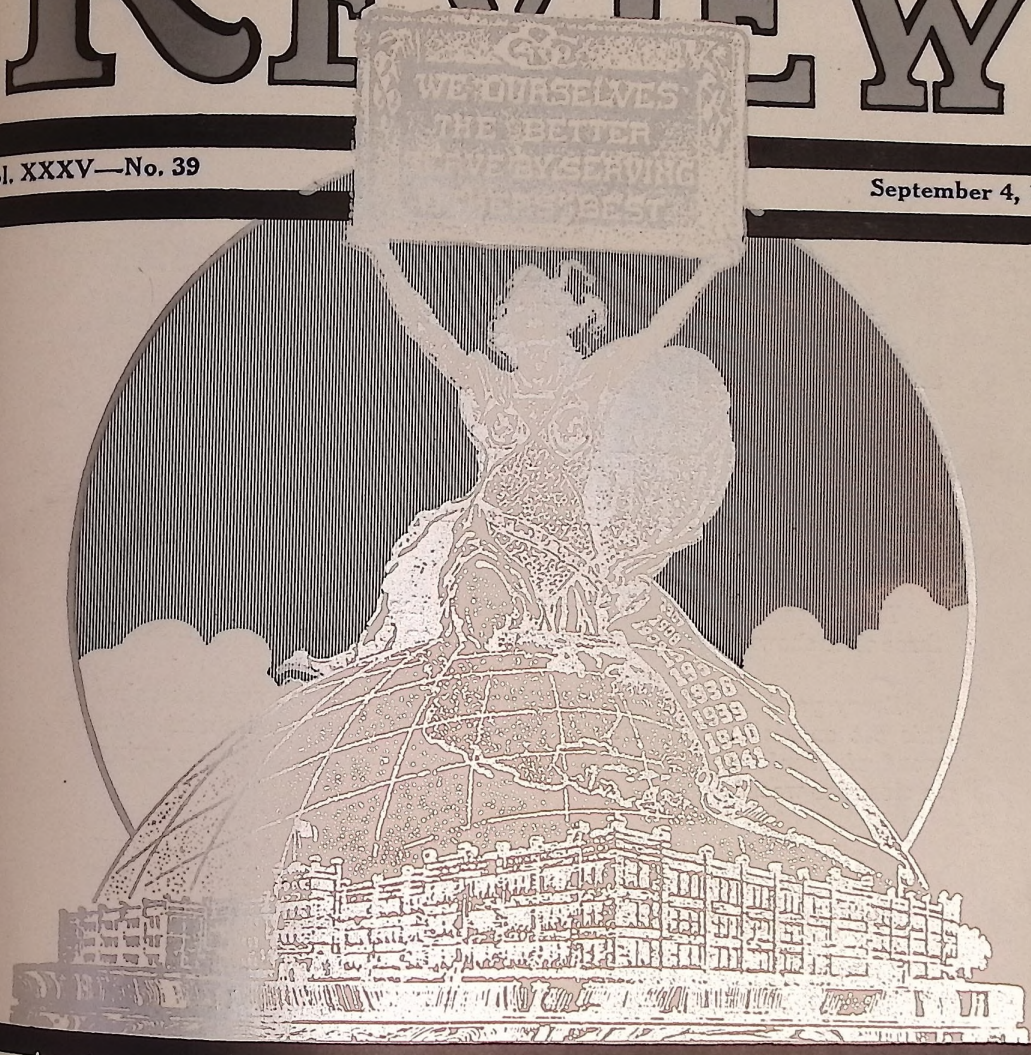
THE REVIEW

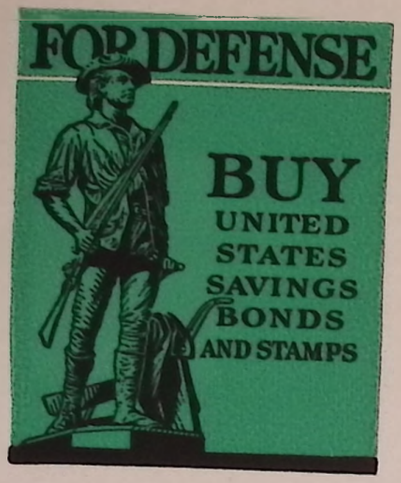
Vol. XXXV—No. 39

September 4, 1941



Doing a common thing uncommonly well often brings success!

Show Greetings on every call!



USE THIS CUT
ON
CALENDARS — POST CARDS — BLOTTERS

LOOK AT THE MINUTE MAN! He stands for safety and freedom. Every time you see the Minute Man, emblem of America arming for defense, think how good it is to live in the land where there still is liberty to defend!

The Treasury Department has furnished the cut on this page, in the three sizes shown. It is the same design used on Defense Savings Stamps.

Every patriotic advertiser will be pleased when you suggest using this cut on his 1942 calendars, as part of the regular imprint. It's wonderful for late business, to clinch the little orders you've been trying to close for weeks.

Use the cut on blotters and post cards, too. It is good copy for any blotter, any post card. It may be used in conjunction with any other copy desired.

AND—here's good news—within a few days you will have a sample of a brand new "Spirit of America" poster, featuring United States Defense Savings Bonds copy. WATCH FOR IT!

IMPORTANT!

If you want this cut used on a calendar, blotter or post card imprint, SPECIFY IT on the order. Draw a square and write, "Use Minute Man cut." We'll use the size that fits the space best, and print in one color unless extra charge is made for two-color imprint.

The REVIEW

Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV JOLIET, ILLINOIS, SEPTEMBER 4, 1941 No. 39

"YOU CAN DO WHATEVER YOU THINK YOU CAN"

—Edgar A. Guest.

Have you the divine gift of persistence? Have you the bull dog tenacity to hold yourself to the trail until you come to the goal you seek? Thus to win the reward that rightfully belongs to the man who pays the price. For as Edgar Guest says:

Success; it's found in the soul of you,
And not in the realm of luck,
The world will furnish the work to do,
But you must provide the pluck,
You can do whatever you think you can,
It's all in the way you view it,
It's all in the start you make, my man,
You must feel that you are going to do it.

You and I know that to reach the goal, which, in other words, is your quota that you have set up for the

coming twelve weeks in the Christmas Club Contest, we have to pay the price. Time is the biggest element that we are facing from now until the end of the year.

During the early months we all think we are terribly busy. We are working principally on enthusiasm and our desire to reach a certain goal. Today we are working for immediate results as well as laying the foundation for next year's building.

You and I know how much real effort we have to put forth day by day and night by night to keep our course straight ahead and we must say to ourselves, "I will." Truly, we all have to pay the price. Are we willing, because that price represents in the final analysis our pride, our happiness and our contentment?

There is a great opportunity for every one of us in these next twelve weeks. How did you come out the first week? Was yours a deposit or a withdrawal slip as your second entry in your Christmas Club savings book? I hope it was a deposit slip and that each week you will be able to add to them. You should be keeping your records right up to the minute.

T. Mackie.

YOU CAN EARN CHRISTMAS CLUB CREDITS WITH GREETING SALES

Greeting cards at Christmas time make friends of customers and customers of friends. They offer a most effective piece of advertising that will build good will between buyer and seller. Many successful business men not only send a greeting at Christmas to those who patronize them, but also to the concerns they buy from.

We have a line of greeting cards and greeting calendars that has proven a success, and the months of September, October and November are top months for selling greetings.

Your sample book of greetings is built so that it is attractive to the eye, convenient to carry under the arm, and should be in evidence every hour of each day from now until the end of the 1941 selling season.

Your calendar customers will buy greetings. Your direct-mail customers will buy greetings. Your funeral directors, your leather and pencil customers will buy greetings. How many of them ever see your line of greetings and have a chance to buy from you?

Thousands of the very best accounts on our books today were created with a greeting card. If you get into the habit now of carrying your greeting book under your arm, you can sell many sell-'em-again orders. You can create many new customers and you can finish the Christmas Club Contest with enough credits to assure your family a wonderful Christmas with selections from the prize catalog.

James R. Talcott

1941 G-B CHRISTMAS CLUB

Twelve Selling Weeks -- Sept. 2 to Nov. 22

Membership in the G-B Christmas Club offers you 71 selling days to win one or a dozen of 320 valuable gifts. And you're a member, with a FREE CREDIT of $250 already on your score sheet!

The Christmas Club campaign started Tuesday, September 2nd, and runs 12 weeks to November 22nd. Work every day, get an order every day, by following these simple rules: You'll have your own sales quota. BEAT THAT QUOTA. Keep a weekly record of your dollar volume of sales. Add $100 extra for each week in which you sell six or more orders. At the end of 12 weeks, subtract your quota from your total credits. The remaining CHRISTMAS BALANCE you can use for cash in ordering any gift illustrated in the official catalog!

You've received your "passbook." Add to your $250 free credit every day. Sell complete orders, for all orders must be ready for manufacture to count. Your family can join in the fun. Let them help you set your goal.

THAT PROMISED

BUSINESS BOOM IS REALLY HERE

AND GROWING BIGGER FROM DAY TO DAY!

LARRY MOSS OF NORTH CAROLINA RINGS UP NINE SALES FOR $800

Larry Moss once more proves that he's a good American by "KEEPING 'EM FLYING."

Larry's best is a $200 sale of "A Long Life and a Healthy One" to a TEXTILE MILL.

Next is a $132 sale of "My Blue Heaven" to an AMBULANCE SERVICE.

Third is a $100 sale of "My Blue Heaven" to a FUNERAL DIRECTOR.

Larry also sold Telephone Index Calendars to a FUNERAL HOME, Paragon to a CONCRETE PIPE MANUFACTURER, "My Blue Heaven" to a CONCRETE PRODUCTS MANUFACTURER, "Route 41" Greetings to a MANUFACTURER, Pen and Pencil Sets to a MANUFACTURER. Pencils to a KNITTING MILL COMPANY.

George W. Ballard sold seven orders for a total of $500—

Paragon Pocket Letter Files to a DR. PEPPER BOTTLING CO.
Paragon Desk Memo Pad Calendars to a CANDY MANUFACTURER.
Telephone Calendars to a BOOK SHOP.
Paragon to a BEVERAGE BOTTLER.
Gold Metal Calendars to a RADIO DEALER.
Pencils to a CANDY MANUFACTURER.
Golden Rule Blotters to a SANITARIUM.

Harry Etter makes five sales for over $400. His best a $200 sale of business calendars to a MANUFACTURER OF WATER SYSTEMS. He also sold "Scenes of My Childhood" to a TITLE ABSTRACTOR, Greetings to a LUMBER DEALER, "Spirit of America" to a BANK and business calendars to a DEALER IN AUTO PARTS.

H. N. Buckley scored twice for well over $200, once with a sale of "My Blue Heaven" to a BEAUTY SHOP and again with a sale of Paragon to a PAINT MANUFACTURER.

H. C. Busack brought home four orders for over $500—a $344 sale of Paragon to a CLOAK AND SUIT MANUFACTURER, a $118 sale of Greetings to a MAILING SERVICE COMPANY and two sales of Pencils to FUNERAL DIRECTORS.

B. A. Day sold "Spirit of America" to a MERCANTILE CONCERN and 1,000 business calendars to an INSURANCE AGENCY.

J. A. Field made two sales for $300—a $200 sale of "Sweetheart" Blotters to an INTERIOR DECORATOR—a new customer and a $100 sale of "Peekaboo" to a MANUFACTURER.

King Gerlach secured a $124 increase on a previous sale.

J. W. Hatch made a $104 sale of Paragon to a LUMBER DEALER and sold Will Rogers Ger-Bars to a SERVICE STATION.

G. W. Hawkins made three sales for $200—No. 7 Memorial Books to a FUNERAL HOME, "Joy of Living" to an ELECTRIC SERVICE COMPANY, and Pencils to an ENGINEERING COMPANY.

Leo Himelhoch made four sales for $358—FD Service to a FUNERAL HOME, Memorial Records to another FUNERAL HOME, and two more sales of FD Service to FUNERAL DIRECTORS.

Eugene Keltner made three sales for over $200—"Home of Heart's Content" to a SAVINGS AND LOAN COMPANY, "Friends Who Remembered" to a FUNERAL HOME and Pencils to a CONCRETE PRODUCTS COMPANY.

Tom Perrott scores three times for over $200—Ger-Bars to a BARBER SUPPLY DEALER, Business Calendars to a REAL ESTATE AND INSURANCE AGENCY, and Religious Calendars to a MORTICIAN.

A. H. Oschmann sold two orders for $200—"Playmates" Blotters to a MANUFACTURER and Pencils to a WHOLESALER IN AUTOMOTIVE PARTS.

"Doc" Sage made four sales for $265—"Parrot" Panel Greetings to an ELECTRIC COMPANY for $162, Bowling Greetings to a RECREATION CENTER, LE Hangers to a BOX MANUFACTURER, and Paragon Key Cases to a BOWLING ALLEY.

Ed. Sierer made a $260 sale of "I Ain't Bluffin' " to a CLOTHIER using this copy—

I AIN'T BLUFFIN'
THE BEST CLOTHING VALUES
ARE AT WESTERMANS

L. R. Shepard made three sales for over $260—"Puppy Love" in S-257 with Better Homes and Gardens pads to a COAL DEALER, and two sales of Twelve-Sheet Calendars, one to a SAUSAGE MANUFACTURER.

Craig Sohn makes two sales for $242—one of Paragon to an ENGINEERING COMPANY and one of Pencils to a BUILDERS' SUPPLY CO.

Bert Stiff's best sale of the week a $228 sale of specials to a LIQUOR DEALER.

S. C. Whalen scores with a $163 increase on a previous order for "Spirit of America" to a COAL DEALER.

J. Milton Wigley made a $232 sale of Pencils to a MATTRESS MANUFACTURER.

Ray Wood makes a $335 sale of "Be Sure You're Right" to a CO-OPERATIVE BURIAL SOCIETY.

George Wilkins sold "My Diary" Baby Books to a FURNITURE DEALER and "Kiddie Karol" Blotters to a SHOE REPAIR SHOP. The copy written by Mr. Wilkins for this blotter order is as follows—

> IT'S THE LITTLE THINGS THAT COUNT—LITTLE THINGS LIKE THE SPARK-PLUG IN YOUR CAR, THE BUTTER ON YOUR BREAD, THE PUNT AFTER A TOUCHDOWN IN FOOT-BALL—THAT MAKES THE DIFFERENCE BETWEEN GOOD AND BAD . . . FRIENDLINESS IN BUSINESS IS ONE OF THE "LITTLE THINGS" . . . YOU'LL ALWAYS BE PLEASED WHEN YOU CALL ON US, BECAUSE WE WANT TO PLEASE YOU.

Charlie Chamberlain made nine sales for $360—

Memorial Record Books to a FUNERAL HOME.
Baby Record Books to a DAIRY.
Business Calendars to a REALTOR.
Paragon Key Cases to a FORD DEALER.
Pencils to a TRUCKER.
Safety First Key Cases to a SERVICE STATION.
Pencils to a SASH AND DOOR MANUFACTURER.
Pencils to a FUNERAL HOME.
Pencils to a TRANSPORTATION COMPANY.

Just to prove that 13 is a lucky number, Groomes sells 13 for $350—

Paragon Key Cases to a GARAGE.
Pencils to a FUNERAL HOME.
Paragon to an INSURANCE AGENT.
"My Bonnie" to a DAIRY.
Memorial Records to a FUNERAL HOME.
Pocket Memo Files to a FUNERAL HOME.
Pencils to an AMBULANCE SERVICE.
Paragon Key Cases to a SERVICE STATION.
"Spirit of America" to a FUNERAL HOME.
Pencils to a BOWLING ALLEY.
Key Cases to a BOWLING ALLEY.
"Come Back Here" to a WELL DRILLER.
Pencils to a REALTOR.

Mr. Kanofsky made two sales for over $400—Business Calendars to a TRANSPORTATION COMPANY and Metal Calendars to a BEAUTY SHOP SUPPLY DEALER.

Alan J. Kidd made a $200 sale of Pencils to a NATIONAL BANK.

J. O. Morris of Tennessee made a $115 sale of "Hello Everybody" to a BARBER SUPPLY DEALER, a $108 sale of Coal Facts Calendars to a COAL DEALER, "Happy Bluebird Family" to a FUNERAL DI-

HAPPY NEW YEAR!

Sounds kind of foolish, doesn't it? Yet —from a business point of view—it is most appropriate. Labor Day—not January 1st —marks the real beginning of the BUSINESS NEW YEAR. Not only is it the end of the vacation season, but the unofficial opening of the biggest selling months of the entire year. Of course, that's not news to you or to anybody else, but it DOES throw light on the reason for the salutation.

With that explanation over with, let's examine the business outlook. There is not the slightest doubt in the world that more money will be spent during the next four months than has ever been spent in the United States during September, October, November and December. The government alone is expected to spend—not merely authorize the expenditure of—approximately SIX BILLION DOLLARS. On top of this will come a deluge of buying on the part of the public, which has more money to spend than ever before in the history of this country.

Now you read a lot about the shortages of consumer goods, about the curtailment of installment buying, about priorities, and all sorts of things. Some economists claim that these things will have a serious effect on many types of business—even on retail buying. To a certain extent this is true. But, after all the analyses have been made, you still have left American human nature. And it is in the nature of the American people to SPEND. If they can't buy [illegible] automobile they want, you may be [illegible] they will buy something else in its pl[illegible] It is inconceivable that the people of [illegible] country—their pockets bulging with mo[illegible] —have the slightest intention of going [illegible] a buyer's strike. They're just not t[illegible] that way.

In the latest issue of FORBES Magaz[illegible] B. C. Forbes has this to say: "Surely [illegible] national spending is to reach unprece[illegible] ed proportions, the very reverse of h[illegible] ship, of unemployment, should be ex[illegible] ienced." Exactly. Unless prices go [illegible] high during the next four months, you [illegible] see an orgy of spending that will make [illegible] hectic days of the roaring twenties l[illegible] sick by comparison. In fact, it isn't a[illegible] certain that even soaring prices will [illegible] this trend. THEY NEVER HAVE. Incl[illegible] one of the absurdities of economics is [illegible] —as long as folks have money to spe[illegible] high prices encourage, rather than [illegible] courage, spending. If you doubt that [illegible] back in history to the "silk shirt" pe[illegible] that occurred during and immediately [illegible] World War I. We have to go a long [illegible] before prices reach those levels, yet [illegible] in those days the sellers' market lasted [illegible] over four years. And, bear this in m[illegible] no long depression with its pent-up [illegible] mands had preceded THAT buying sp[illegible]

As a plain matter of fact, there is [illegible] plenty of goods, and there will be for [illegible] months to come. There are some isolated shortages, but the retail trade as a whole will flourish throughout the fall and Christmas seasons. This isn't just theorizing or wishful thinking; it is SOUND FACT, based upon nation-wide studies of wholesale and retail inventories.

It is true, as the Brookmire Economic Service has pointed out, that we are headed toward a more or less "selective" type of prosperity, but—taken as a whole—this will affect fewer businesses than most people believe; at least for the next few months. Brookmire puts it like this: "While the upward trend of incomes will favor liberal spending, growing government restrictions will make the public's purchases increasingly selective." Right. But where losses occur in some lines, they will be more than offset by increases in others.

As a plain matter of fact, most American business men have become too analytical since 1929. If they would do less analyzing and more real hustling, the great majority would be a lot better off. In a boom market such as exists at present, there is not much time for cold analysis. The proper course is to forget technicalities, banish fears of the future, and work like Billy-be-damned to make the most of PRESENT conditions.

With BUSINESS New Year's over, we face the biggest fall and winter months we have ever experienced. Hundreds of thousands of business firms in this country will do the largest volume of business in their entire history. And this will be true, NO MATTER WHAT HAPPENS in the world at large. We have gained such momentum that nothing short of the crack of doom could change the situation. Therefore, why in the world shouldn't we CONCENTRATE ON THE PRESENT and go with all our might while the going is good? That will help, rather than retard, the defense program, for obviously the more money we make, the more we will have to spend for government taxes and government bonds.

NEVER IN ALL OUR LIVES HAVE WE HAD SUCH AN OPPORTUNITY TO REALLY HIT THE BALL! If we fail, NOW, it may be a long, long while before we have another such chance. Defense FIRST? Of course. But don't let us forget that lean years follow most wars, and that the time to prepare for lean years is when the harvest is good. Even the Bible tells us that!

NOW—NOW—NOW—is the time of all times to intensify our efforts and work as we have never worked before. "Time and tide wait for no man."

Jewett E. Ricker

RECTOR, Business Calendars to a MANUFACTURER, "Rah, Rah, Rah" to a DRUGGIST and Thermometers to a PLUMBER. All six are new customers.

A. C. Miller also made six sales and six new customers as follows—Metal Calendars to a GARAGE, Pencils to a BEAUTY SHOP, Ger-Bars to a GROCER, Pencils to a SERVICE STATION, Ger-Bars to an INN and "Scenes of My Childhood" to a BEAUTY SHOP.

H. R. Messick made six sales—"My Bonnie" to a GRAIN ELEVATOR, "Silver Dawn" to a SERVICE STATION, Business Calendars to a BUILDER, Ger-Bars to a GRAIN AND COAL DEALER, "Autumn Rhapsody" to a TITLE ABSTRACT COMPANY and Metal Desk Calendars to an AUTO SERVICE.

A. W. Thurn sold Paragon Key Cases to a CHEVROLET DEALER, Holiday Greetings HG4233 to a BAKERY, Greetings HG4287 to an AUTO DEALER, and Paragon to a CHEVROLET SALES AND SERVICE.

J. B. Kasper made a $100 sale of Paragon to an ICE AND COLD STORAGE COMPANY.

Charles Clayton sold 400 HG4253 "Happy Bluebird Family" to a LANDSCAPE GARDENER.

Charles J. Clark sold Metal Calendars to an INSURANCE AGENCY, Pencils to a TRUCKER and "Spirit of America" Blotters to an ELECTRIC SERVICE COMPANY.

Nate Abelson sold Ger-Bars to a SOUND EQUIPMENT SERVICE and Pencils to a CAFE for $100.

Ralph Bond made a $100 sale of Paragon Key Cases to a DAIRY EQUIPMENT COMPANY, Key Cases to a SERVICE STATION and Farm Record Calendars to a LUMBER DEALER.

A. A. Bender made a $143 sale of Will Rogers Calendars to a GOLD AND SILVER REFINERY.

Fred Bell made four sales for $200—FD Service to a FUNERAL HOME, Acknowledgment Cards and Memorial Records to two other FUNERAL HOMES.

Mrs. Thompson sold 500 "Here Peace and Happiness Abide" in S-257 with Better Homes-Better Gardens Pads sold to a DEALER IN HOUSEHOLD APPLIANCES.

Herman Grotte represents the Lone Star State with the sale of the week for $666 worth of Paragon to a brewery.

Down in the Kentucky Blue Grass country, D. H. Stapp makes a new customer of an ice cream company with a nice order for "A Long Life and a Healthy One." Then Mr. Stapp followed through by opening six other new accounts which included a state bank, a service station, a grocery, a drug store, a personal greeting, and a motor company.

Out in California where the sun shines all the time O. M. Wildman keeps the grass green by sending in seven orders of which five are new customers. He sold Will Rogers to a mortuary and a grocer, holiday greetings to a couple of oil dealers, Ger-Bars to a furniture company, and two more orders for leather and pencils.

G. R. Russell keeps the ball rolling out in Idaho by selling a lumber dealer $153 worth of leather, a laundry pencils and leather for $73, a

transportation company 500 key cases, and then completed the week by writing four more orders, of which three were brand new accounts.

Lynn Walker, North Carolina, stepped out with a sale of 100 sun glass and comb kits to a cotton mill, Memoriam books to a funeral home, also to a dry goods store, business calendars to a funeral home, pencils to a Sinclair agent, and sympathy cards to another funeral home.

Along the Atlantic Seaboard in Virginia Laurence Page stuck to his job last week and found seven new customers who were in need of G-B advertising. He made three sales of "Be Sure You Are Right," one for "Spirit of America," another for "Steady," another for key cases, and a nice pen and pencil combination order.

A. C. Talerico does his part to back up Herman Grotte in the Lone Star State with six new orders that included desk calendars to an insurance agent, "I See by the Papers" to a household appliance concern, Ger-Bars to a service station, leather to a broadcasting company, knives to a beer distributor, and more knives to a petroleum dealer. Mr. Talerico doesn't say just how the broadcasting company will use the leather gifts, but we presume that they are to be presented to advertising managers or customers who have been buying radio time. This might be a new one to put down in your little black book to use on your own local radio station.

F. W. Shallish, New York, finds that calling on bowling alleys does pay dividends and closed a sale of 300 bowling greetings and 250 bowling key cases. Then he finished out the week with "Be Sure You're Right" to a Chevrolet dealer, billfolds to a coal company, and greetings to a private school. Maybe Mr. Shallish would like to give us some ideas in making the bowling alley presentation.

G. T. Towery, Alabama, concentrated on Ger-Bars and key cases with the result that he was able to open up eight brand new accounts. Four were automobile dealers, a tire company, an electrical supply company, a furniture dealer and a drug company.

L. B. Nobles was another to back Herman Grotte's big sale in the Lone Star State with eight orders, six of which were from new accounts.

Now we are down in South Carolina again with John Gilbert. Mr. Gilbert likes new customers, too, and won over a furniture dealer, a transfer company and an oil company.

Minnesota is heard from with Cliffords Higgins as the guide as he made sales of blotters to a state bank, key cases to a tile company, In Memoriam books to a funeral home, and cards to two more funeral homes.

A. J. Morrier of Massachusetts sold Ger-Bars to an auto repair shop, 150 R-15 rolls to a garage, leather and calendars to a dairy and cards to a funeral home.

Cecil Nixon of Montana squeezed three sales out of the great Northwest last week for a total of $208. All were made to insurance agencies.

Fannie Peterson found a customer for $93 worth of Paragon, then completed the week with greetings and calendars.

They Hate Advertising

Those who would re-make America on another political and economic plan almost invariably have as one of their pet hates the business of advertising. This is for the fundamental reason that advertising, coupled with American production methods, has made the American standard of living possible.

And as long as the American standard of living continues to be what it is or gets better—far higher than that of any other standard of living in the world—the "come the revolution" boys haven't much chance of putting across their programs.

Even within the government itself is a clique which believes the old way is dead, and a new dictatorial order is on its way. But as long as American business has FREE use of advertising to widen markets and thus keep costs down, wages up and employment wide, that new order cannot come to pass.

Compared to other systems of economy and government in the world, the American wage earner works shorter periods for his year's food, clothing, rent and luxuries than any other wage earner of the world.

The automobile is a case in point. According to Grove Patterson, well-known advertising executive, a Russian worker labors two years to get an automobile, continental Europeans eight months and Americans only 4.5 months. And the American can get it for his work, where the other usually can't.

In horse-and-buggy days, a horse and a buggy were possible only to the well-to-do. The average man couldn't afford it. But modern production methods, while not started by automobiles, were developed by them—and auto makers were early and extensive advertisers.

Now almost every family owns its car—and without advertising we would be in the same position as the European, or as America was in horse-and-buggy days.

A business—ADVERTISING—which keeps the wheels of all other businesses turning, with employment kept at high levels, high wages possible, and the constant production of things to use at low cost, means it is a business which maintains the American standard of living.

—From The Joliet, Ill. Herald-News, Aug. 28, 1941.

"I Am Most Happy to Give My Hearty Approval"

Superintendent of Pomona Schools

Mr. H. N. Buckley of California, last year, sold 200 Indoor Billboards of "Their Priceless Heritage" to a local Federal Savings and Loan Association for school distribution. Recently Mr. Buckley called upon the customer, presenting "Spirit of America" for his consideration. The customer told Mr. Buckley he'd like to have the assurance of the Superintendent of Schools that the calendars would be properly displayed; to that end, he gave Mr. Buckley a letter of introduction to the Superintendent who, in the letter which we reprint here, gave his hearty approval of the "Spirit of America" for distribution in the schools.

SUPERINTENDENT OF SCHOOLS
POMONA CITY HIGH SCHOOL DISTRICT

August 20, 1941.

Mr. Harold Buckley,

789 Magnolia Avenue, Pasadena, California.

Dear Mr. Buckley:

In response to your telephoned request I am enclosing a copy of the letter sent to Mr. Hield. I shall be very glad to have you use it in any reasonable manner which will assist you in presenting your material to your patrons.

Very truly yours,

Clifton C. Winn,
Superintendent Pomona City High School District.

* * *

July 1, 1941.

MR. CLARENCE HIELD,
Asst. Sec. Pomona First Federal Savings and Loan Association.
360 South Thomas Street, Pomona, California.

Dear Mr. Hield:

At your introduction I had a visit this afternoon from Mr. Buckley. He showed me the pre-print of the new calendar, and suggested you would like to receive my reaction.

I liked the new calendar very much and if your organization cared to place it in our classrooms I am most happy to give my hearty approval and appreciation. We have all enjoyed greatly and have been grateful for the present calendars which we received by your generosity and you may be sure that we shall feel the same about a similar one for the coming year.

I have approximately 110 teachers in my district. I cannot of course answer for the elementary schools, but doubtless you will talk with Mr. Clark concerning his reaction and his needs.

Cordially yours,

Clifton C. Winn,
Superintendent Pomona City High School District.

COPY DOES HELP TO MAKE SALES

George W. Ballard used the following copy to sell GOLDEN RULE BLOTTERS to a Sanitarium. It clicked for Mr. Ballard and it may do the same for you. Try it.

A SMILE COSTS nothing, but gives much; it enriches those who receive, without making poorer those who give. It takes only a moment, but the memory of it sometimes lasts forever. No one is so rich or mighty that he can get along without it, and no one so poor but what he cannot be made rich by it. A smile creates happiness in the home, fosters good-will in business, and is the symbol of friendship. It brings rest to the weary, cheer to the discouraged, sunshine to the sad, and it is nature's best antidote for trouble. Yet it cannot be bought, borrowed, begged or stolen, for it is something that is of no value to anyone until it is given away. Some people are too tired to give you a smile. Give them one of yours, as no one needs a smile so much as he who has no more to give.

* * *

And here's the copy which E. L. Vincent used to sell "Spirit of America" in D-64 to a Druggist.

Every time we have been permitted to serve you during the year, we have thought of you with grateful appreciation, and now we combine all these thoughts into one sincere wish that you may have—

A Very Merry Christmas and A Happy New Year

ROBINSON PHARMACY

58 Exchange Street
Phone 2-1957

13 Main Street
Phone 4-9814

"KEEP 'EM ROLLING!"

"Keep 'em rolling!" That's the slogan, that's the hue and cry, that's the animating spirit in our plant these days with orders for ROLLS — ROLLS — ROLLS rolling in — practically all marked: Rush — Urgent.

"Keep those rolls rolling!" You hear it from the mail boy to the shipping clerk, every step of the way from unfolding the order to loading the truck — "keep 'em rolling, Boys, keep 'em rolling!"

"No sit-downs, no strikes, no stagnation! We're not making airplanes, but we ARE an important part of American business, and we ARE AMERICANS! There's no time to lose — we know it! So let's click — let's get in the groove — let's show 'em! Let's KEEP 'EM ROLLING!

"This country needs A-C-T-I-O-N! Any AMERICAN realizes that! These eight-weeks' strikes wouldn't be so disgusting if the country didn't need twenty-four-hour workdays to catch up to a twenty-four-year preparation. Communists say Capital is rotten, and Labor must be led. OK. We'll still take Capital and Labor. At least they're RED, WHITE, AND BLUE!

"So let's KEEP 'EM ROLLING, BOYS, KEEP 'EM ROLLING! And PRAYING, Boys, that the rest of the gang will see the light — and p.d.q. . . . . OR ELSE!"

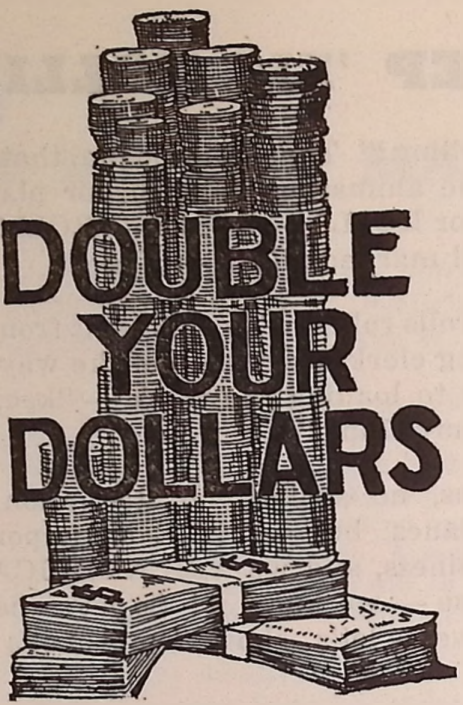
* * *

DEAR MR. SEELY:

Thought you'd be interested in attached. The copy struck me as especially good. It was written by Charles Demaree, the boss of Eastern Specialties Co., of Holyoke, manufacturers of small paper roll products, who gave me an order for blotters today.

ALBERT J. MORRIER.

YOU CAN



IN THE

NEXT NINETY DAYS

IF YOU WILL

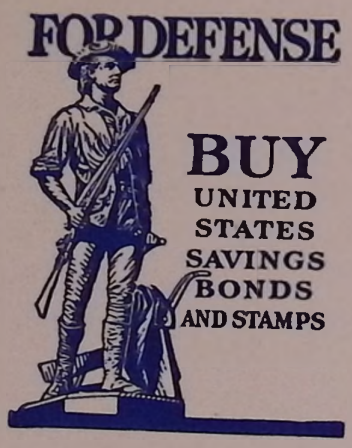
SHOW

GREETINGS ON EVERY CALL

WE BUILD FOR TOMORROW
BY OUR SERVICE OF TODAY

H. R. MESSICK AUTO SERVICE

1941		SEPTEMBER				1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat
-	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	-	-	-	-



See Story on Inside Front Cover!